

# Sara Schonmann

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## Education

**Hofstra University** Hempstead NY

May 2022

Frank G. Zarb School of Business

Bachelor of Business Administration in Marketing with a minor in Business and Design

Honors/Awards: Magna Cum Laude **GPA: 3.81**

## Work Experience

**NY Backdrops**, Merrick, NY

July 2021 – April 2022

*Executive Assistant*

- Answer inquiry emails and phone calls giving expertise on event design and photo backdrops tailored to various events.
- Assist in various tasks such as budgeting, staffing, and preparing marketing materials.
- Create a detailed creating a run of show for every event.
- Host brides in office to discuss décor for their event such as dais table set up, backdrop ideas, and more.
- Schedule site visits for permanent floral installations for restaurants and storefronts that would like to use our services.
- Keep a running tab on office processes such as: mail delivery, office inventory, and office organization.
- Assist in event design on site.
- Create social media copy for our heavily trafficked Instagram and website.
- Create graphics via Canva for social media outlets.

**VIPR Agency**, New York, NY

January 2022 – May 2022

*Public Relations Intern*

- Prepare press releases for hospitality industries such as a Michelin-Starred Restaurant and the launch of a prestigious hotel.
- Maintained the appearance of a high-profile celebrity's Instagram, Facebook, and Twitter.
- Assist in sourcing vendors for white tie luxury events and weddings.
- Create media lists for ongoing launches of new products within brands in the hospitality and luxury travel industries.
- Assist in event planning for a restaurant client who plans quarterly collaboration dinners with Michelin rated chefs.
- Draft social media plans for our internal Instagram in hopes of gaining more clientele.
- Assisted in press materials pertaining to the launch of two luxury high end hotels.

**Shayna Rose Interiors**, New York, NY

January 2021-May 2021

*Editorial Intern (Remote)*

- Create weekly editorial blog content for a custom interior design company while staying up to date on the trends of the design industry.
- Write blogs through a B2C and a B2B standpoint for customers as well as approaching design professionals.
- Monitor the search engine optimization of the blog content I write through WordPress.
- Create email newsletters via Mailchimp which generated the first sales from a newsletter for the company.

**Margolin, Winer & Evens LLP**, Uniondale, NY

September 2019- July 2021

*Marketing Assistant*

- Manage the appearance and analytics of Margolin, Winer & Evens LLP on their Instagram, Twitter, and LinkedIn.
- Consistently assist with updating contacts/campaigns in Salesforce.
- Compiled a bi-weekly newsletter to be sent out to the firm and the firm's contacts.
- Compiled a monthly Marketing Networking Events calendar to network and gain referrals/prospects.
- Researched various aspects of prospective companies such as a company's revenue, industry, and biographies.

## Campus Involvement

**Phi Sigma Sigma Sorority, Inc.**, Epsilon Kappa Chapter, Hofstra University

February 2019-December 2021

*President*

December 2020- December 2021

- Facilitate events and practices to be upheld within the chapter to ensure we remain in good standing.
- Liaison between Fraternity and Sorority Life at Hofstra and Phi Sigma Sigma Headquarters.
- Planned and executed a virtual philanthropy week to support the Kids In Need Foundation, raising \$2,000.

## Skills

- Proficient in Microsoft Word, Excel, PowerPoint, Google Suite, Gmail, Canva, Photoshop, Google Analytics, Cision, InDesign, Outlook, Instagram, LinkedIn, Twitter, Salesforce, Google Analytics, Slack, WordPress, and MailChimp.